



*just two tablets
at bedtime*

for gratifying

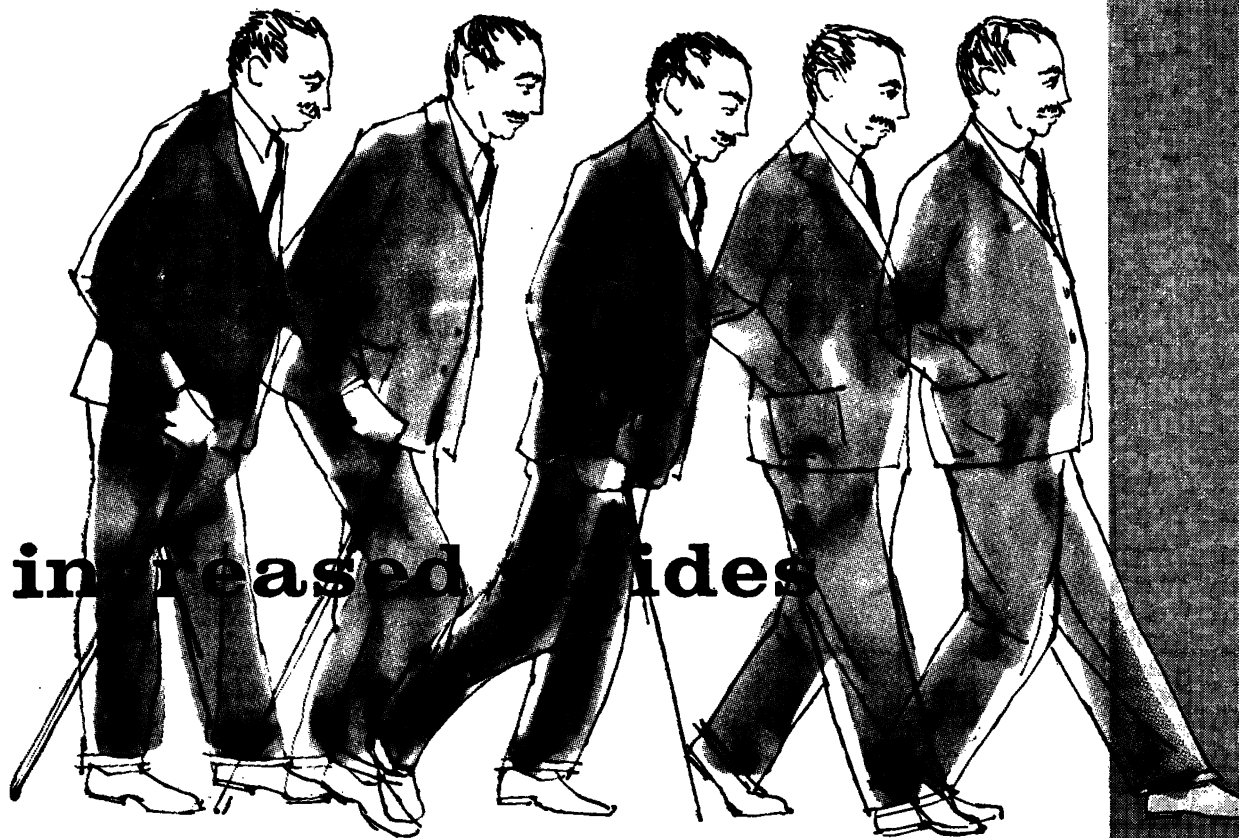
rauwolfia response

virtually free from side actions

Rauwiloid®



LOS ANGELES



increased mobility

in rheumatoid arthritis

on only 12 mg. daily average maintenance dosage†

METICORTELONE®

prednisolone

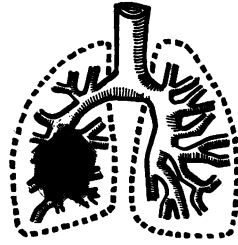
- ...rapidly reduces swelling, tenderness and pain on motion
- ...overcomes disabling muscle spasm
- ...maintains therapeutic benefits by minimizing sodium retention, edema and hypokalemia associated with older corticosteroids

†in rheumatoid arthritis—daily maintenance dosage averages only 12 mg. (may be as low as 5 mg.) after initial suppression of symptoms

*"Meti"*steroids mean minimal maintenance dosage*

dosage: In rheumatoid arthritis—initially 20 to 30 mg. a day until favorable response is obtained. Dosage is gradually reduced by 2.5 to 5 mg. daily until maintenance levels between 5 and 20 mg. are reached. Buff-colored tablets of 1, 2.5 and 5 mg.

*For the complications
of Asian flu*



GANTRICILLIN

*provides Gantrisin plus penicillin
in a single tablet.....*



*for control of both gram-positive
and gram-negative secondary
invaders.*

Gantricillin 300 for potent therapy

Gantricillin Acetyl 200 suspension for
pediatric use

Gantricillin 100 for mild infections

Gantricillin®; Gantrisin®-brand of sulfisoxazole

ROCHE LABORATORIES

DIVISION OF HOFFMANN-LA ROCHE INC

Nutley 10 • New Jersey

PICK THE PIPERIDOL BEST FOR YOUR PATIENT



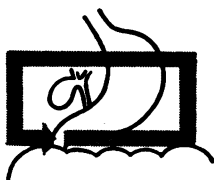
*for pain \rightleftharpoons spasm
of the upper G.I. tract*

capsule

DACTIL®

Brand of Piperidolate HCl

*visceral eutonic
relieves gastroduodenal
and biliary pain \rightleftharpoons spasm
—usually in 10 minutes*



for peptic ulcer

tablet

PIPTAL®

Brand of Pipenzolate
Methylbromide

*cholinolytic
normalizes motility
and secretion; prolongs
remissions, curbs
recurrences*



*for generalized
G.I. disorders*

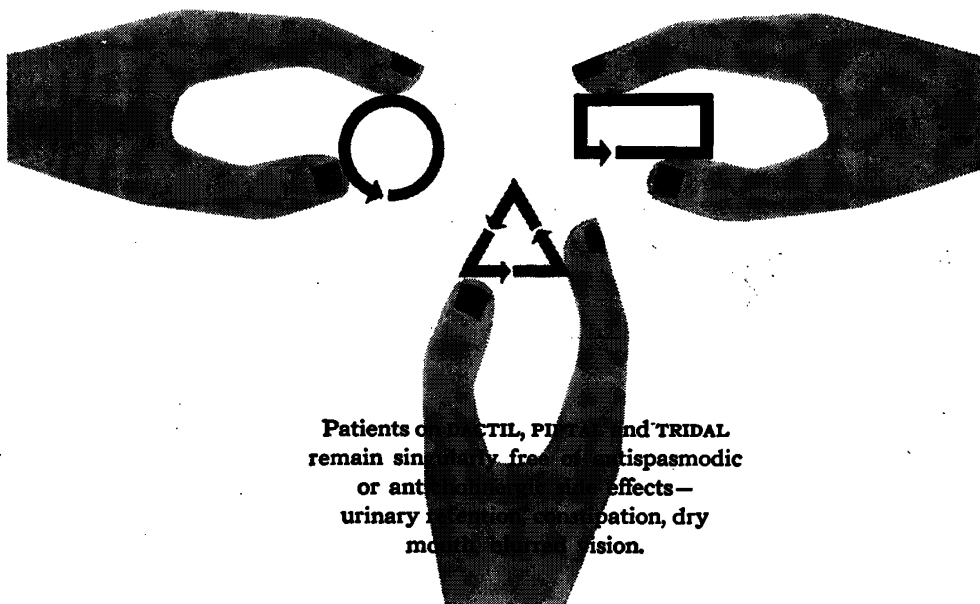
tablet

TRIDAL®

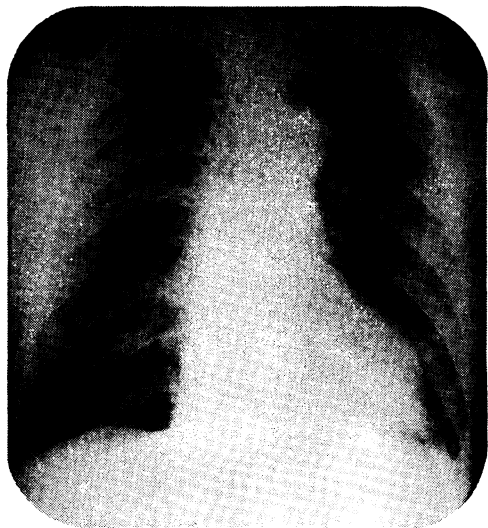
(DACTIL + PIPTAL—in one tablet)

*rapid, prolonged relief
throughout
the G.I. tract*

L **LAKESIDE**



**Patients of DACTIL, PIPTAL and TRIDAL
remain symptom free of antispasmodic
or anticholinergic effects—
urinary retention, constipation, dry
mouth, blurred vision.**



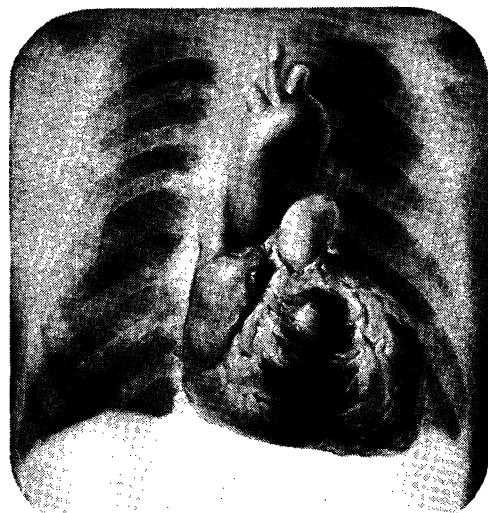
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ARTERIOSCLEROTIC HEART DISEASE**

• ROENTGEN CONFIGURATION

Postero-anterior position

Moderate left ventricular enlargement with prominence and calcification of aortic knob.

*Taken from White Laboratories' Technical Exhibit,
American Medical Association, 105th Annual Meeting,
Chicago, June 11-15, 1956.*



“Safe and effective maintenance therapy with digitalis glycosides had been a problem at our institution until we used gitalin [GITALIGIN] . . .”*

- *Safest—the only cardioactive glycoside whose therapeutic dose is $\frac{1}{3}$ its toxic dose.*
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- *Short latent period.*
- *Uniform clinical potency.*

Patients now on other cardiotonics may be easily maintained on Gitaligin: 0.5 mg. of Gitaligin is approximately equivalent to 0.1 Gm. digitalis leaf, 0.1 mg. digitoxin, 0.5 mg. digoxin.

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GITALIGIN DROPS—30 cc. bottles with dropper calibrated for 0.05, 0.1, 0.2, 0.3, 0.4 and 0.5 mg.

now available

GITALIGIN INJECTION—5 cc. ampuls containing 2.5 mg. (0.5 mg. per cc.) of Gitaligin. Packages of 3 and 12 ampuls.

*HARRIS, R., AND DEL GIACCO R. R.: AM HEART J. (AUG.) 1956, BIBLIOGRAPHY ON REQUEST



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(WHITE'S BRAND OF AMORPHOUS GITALIN)

White Laboratories, Inc. • Kenilworth, New Jersey

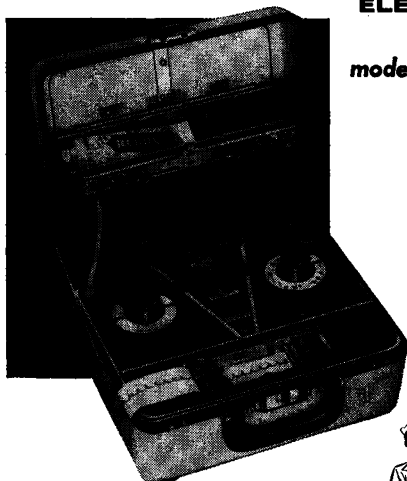
the small size is one reason it is so rugged



MODEL 300

VISETTE

ELECTROCARDIOGRAPH



modern components, construction give greater durability

The transistors, printed wiring panels and smaller galvanometer that help make the new 18 pound VISETTE ecg the size of a brief case also make possible another — and equally important — advantage: *ruggedness*. Metal-encased transistors, most of them smaller than a pencil eraser, are used in place of many vacuum tubes in the Visette circuit; they can withstand extreme jolts, jars and vibration without damage. And instead of dozens of connections which would ordinarily be made with wire, conductive paths are *printed* on small, rigid phenolic panels. The Visette's direct-writing galvanometer, too, is designed for increased resistance to both physical and electrical hazards. The rigid metal frame and chassis, to which all units are anchored, is then housed in an outer case of high impact Royalite, reinforced with metal strips at points of greatest strain.

Here is *true portability* — a carefully designed combination of *light weight* (that every nurse and technician will appreciate); *small size* (that requires the same space on your desk as a letterhead); and *ruggedness*, that assures continued accuracy of operation after countless trips in your car, on hospital and house calls, wherever your Visette is required. Handy "companions" for the Visette include a protective vinyl Weather Cover, and a compact, attractive table for office use of the Visette.

You can take it with you — *with confidence*.

**18 lbs.
TRANSISTORIZED
\$625 del.**

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COMPANY**
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Hydrochloride
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IN MINUTES -- SUSTAINED FOR HOURS

control, with minimal side effects, over a wide variety of infections - reasons why ACHROMYCIN is one of today's foremost antibiotics.

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in the care
of the
infant's skin

DESITIN[®] OINTMENT

No other product is more effective in healing the baby's skin and keeping it clear, smooth, supple, and free from

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heat rash • chafing • irritation • excoriation**

Soothing, protective, healing¹⁻⁵ Desitin Ointment — *rich in cod liver oil* — is the most widely used ethical specialty for the over-all care of the infant's skin.



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1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. Med. 53:2233, 1953. 2. Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951. 3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949. 4. Sobel, A. E.: Scientific Exhibit, A.M.A. Meet. 1955. 5. Marks, M. M.: Missouri Med. 52:187, 1955.



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2 oz., 4 oz., and
1 lb. jars.

an oxazine...not an amphetamine
appetite curbed...
sleep undisturbed



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(brand of phenmetrazine hydrochloride)

developed specifically
for appetite suppression

Chemically different from the amphetamines, PRELUDIN provides potent appetite suppression with little or no central stimulation.

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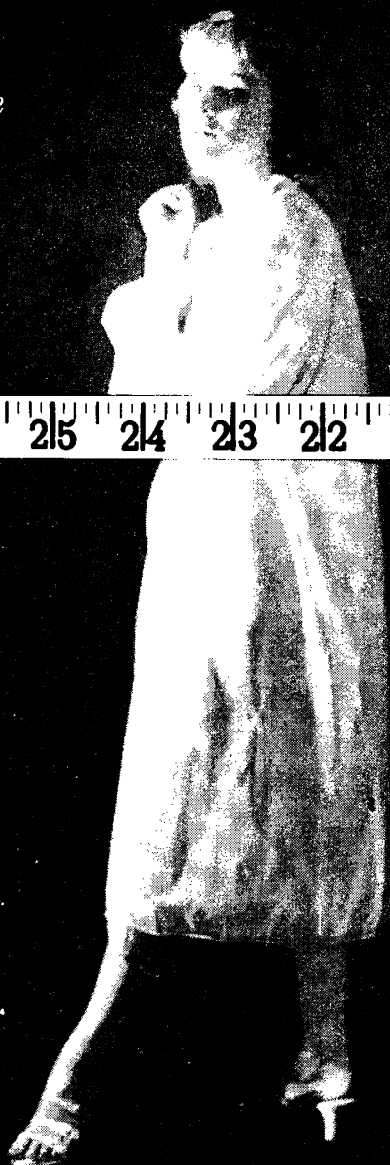
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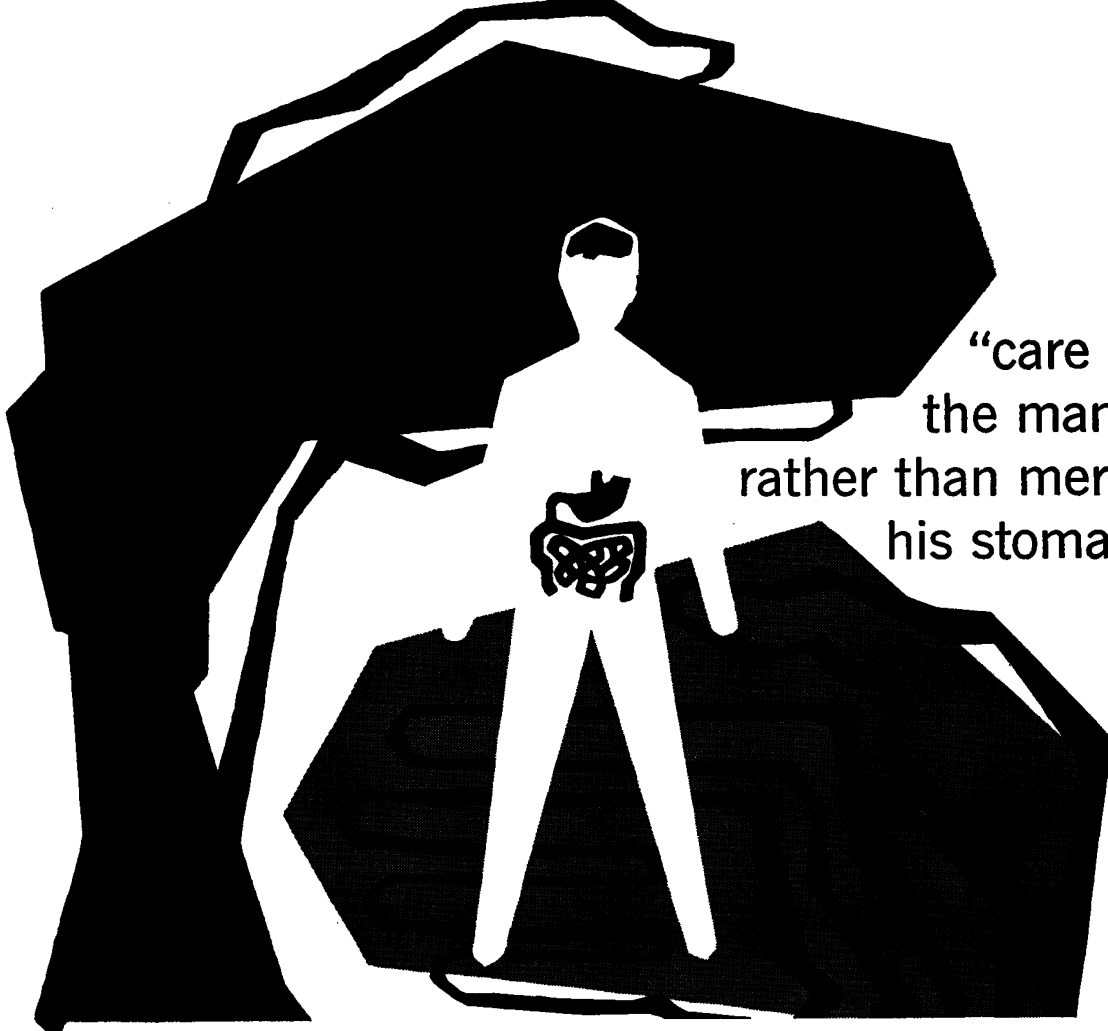
References: (1) Gelvin, E. P.; McGavack, T. H., and Knigsberg, S.: *Am. J. Digest. Dis.* 1:155, 1956. (2) Holt, J. O. S., Jr.: *Dallas M. J.* 42:497, 1956. (3) Notenshon, A. L.: *Am. Pract. & Digest Treat.* 7:1456, 1956. (4) Council on Pharmacy and Chemistry, *New and Nonofficial Remedies: J.A.M.A.* 163:356 (Feb. 2) 1957.

PRELUDIN® (brand of phenmetrazine hydrochloride). Scored, square, pink tablets of 25 mg. Under license from C. H. Boehringer Sohn, Ingelheim.

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"care of
the man
rather than merely
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"Milpath" two-level control of gastrointestinal dysfunction

Miltown®  anticholinergic

at the central level The tranquilizer Miltown® reduces anxiety and tension.^{1, 3, 6, 7}
Unlike the barbiturates, it does not impair mental or physical efficiency.^{5, 7}

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each "Milpath" tablet contains:

Miltown® (meprobamate WALLACE).....400 mg.
(2-methyl-2-*n*-propyl-1,3-propanediol dicarbamate)

Tridihexethyl iodide25 mg.
(3-diethylamino-1-cyclohexyl-1-phenyl-1-propanol-ethiodide)

dosage: 1 tablet t.i.d. at mealtime
and 2 tablets at bedtime.

available: bottles of 50 scored tablets.

references: 1. Altschul, A. and Billow, B.: The clinical use of meprobamate. (Miltown®). New York J. Med. 57: 2361, July 15, 1957. 2. Atwater, J. S.: The use of anticholinergic agents in peptic ulcer therapy. J. M. A. Georgia 45:421, Oct. 1956. 3. Borrus, J. C.: Study of effect of Miltown (2-methyl-2-*n*-propyl-1,3-propanediol dicarbamate) on psychiatric states. J. A. M. A. 157:1596, April 30, 1955. 4. Cayer, D.: Prolonged anticholinergic therapy of duodenal ulcer. Am. J. Digest. Dis. 1:301, July 1956. 5. Marquis, D. G., Kelly, E. L., Miller, J. G., Gerard, R. W. and Rapoport, A.: Experimental studies of behavioral effects of meprobamate on normal subjects. Ann. New York Acad. Sc. 67:701, May 9, 1957. 6. Phillips, R. E.: Use of meprobamate (Miltown®) for the treatment of emotional disorders. Am. Pract. & Digest Treat. 7:1573, Oct. 1956. 7. Seling, L. S.: A clinical study of Miltown®, a new tranquilizing agent. J. Clin. & Exper. Psychopath. 17:7, March 1956. 8. Wolf, S. and Wolff, H. G.: Human Gastric Function, Oxford University Press, New York, 1947



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“Mepro tabs”

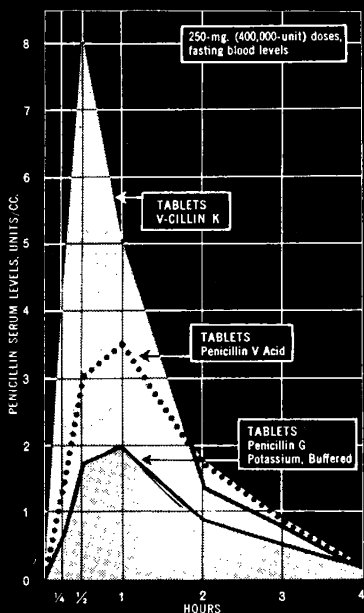
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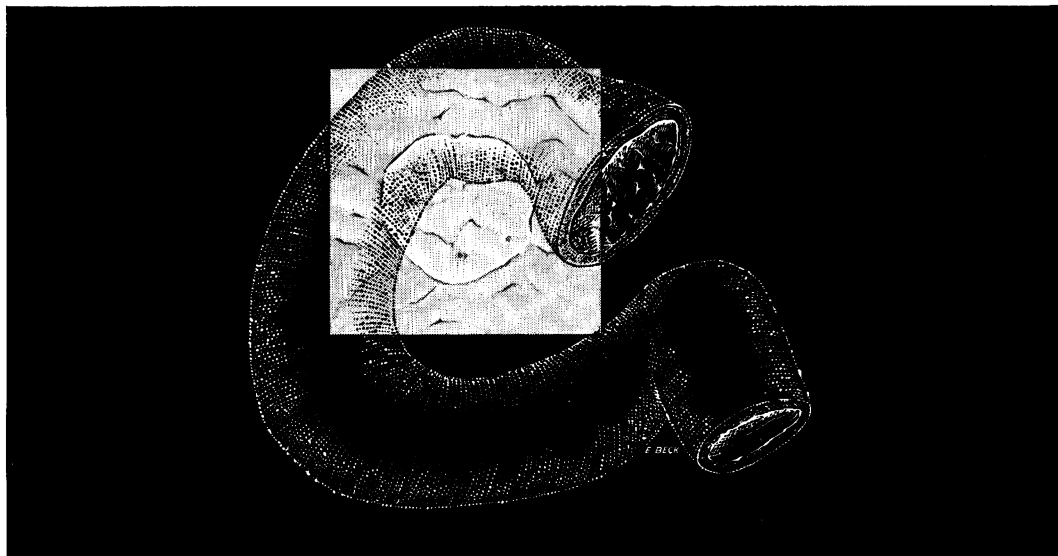
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These actions of Pro-Banthine and its demonstrated effectiveness in accelerating ul-

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1. Lichstein, J.; Morehouse, M. G., and Osmon, K. L.: *Am. J. M. Sc.* 232:156 (Aug.) 1956.

2. Sun, D. C. H., and Shay, H.: *Arch. Int. Med.* 97:442 (April) 1956.

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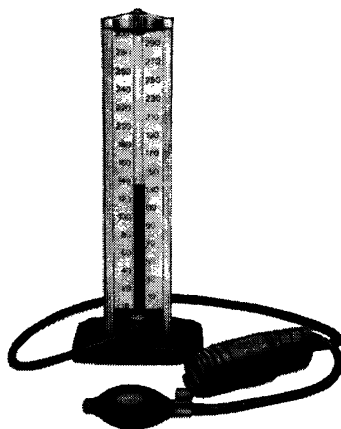
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5. Silver, H. M.; Pucci, H., and Almy, T. P.: *New England J. Med.* 252:520 (March 31) 1955.

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STANDARDIZED READING: full color calibration...blue-to-orange spectrum long familiar to patients and physicians...clear-cut color reactions...unvarying, laboratory-controlled color scale.

STANDARDIZED "PLUS" SYSTEM: established "plus" system...covers entire critical range—does not omit $\frac{3}{4}\%$ (++) and 1% (+++).

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references: 1. Carne, S.: Brit. M. J. 2:827 (Oct. 6) 1956.

2. Giordano, A. S.; Pope, J. L., and Hagan, B.: Am. J. M. Technol. 22:29, 1956.



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DISORDERS—from the mildest to the most severe

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many patients with MODERATELY SEVERE involvement
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and NOW for patients with
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NEW
MULTIPLE COMPRESSED TABLETS

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The first meprobamate-prednisolone therapy

the one antirheumatic, antiarthritic that
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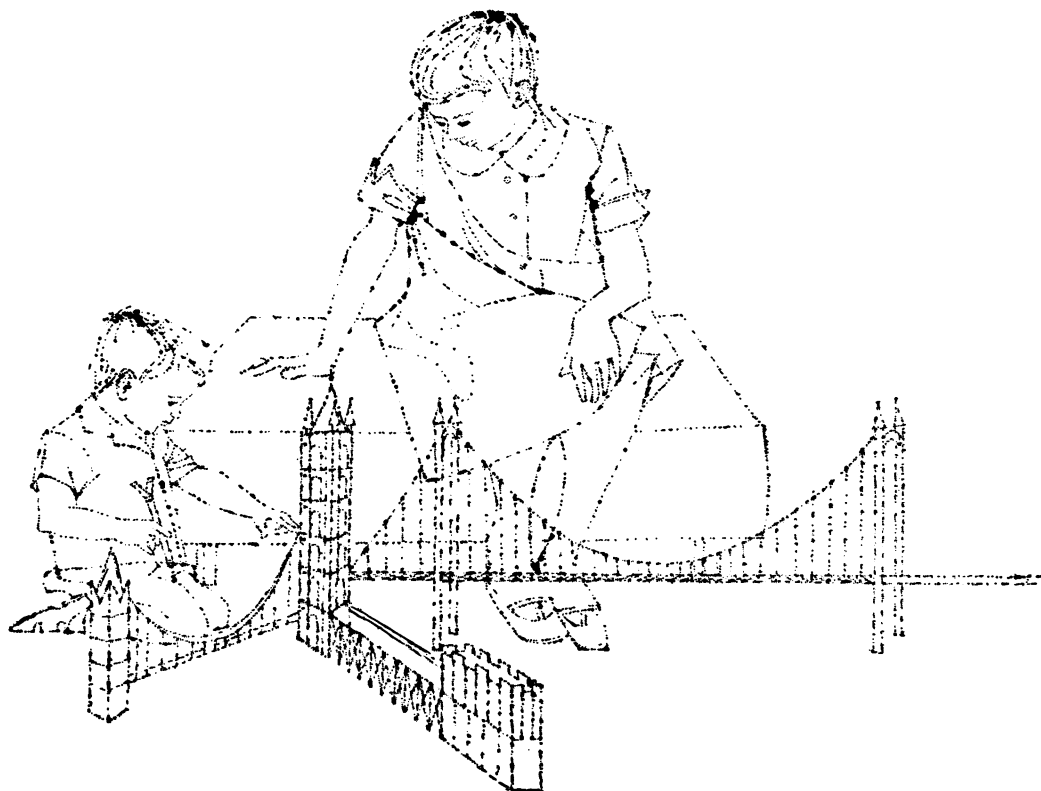
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Synkamin [®] (vitamin K) (as the hydrochloride)	0.5 mg.
Rutin	10 mg.
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dosage

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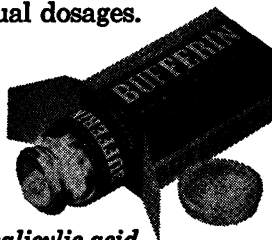
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...**BUFFERIN** provides more rapid and more uniform absorption of salicylate than enteric-coated aspirin.

...even in the relatively few cases where steroids are necessary, use of **BUFFERIN** will allow proper flexibility for individual dosages.

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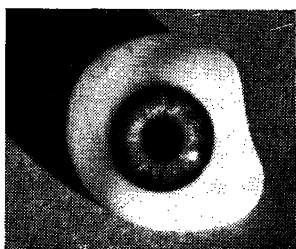
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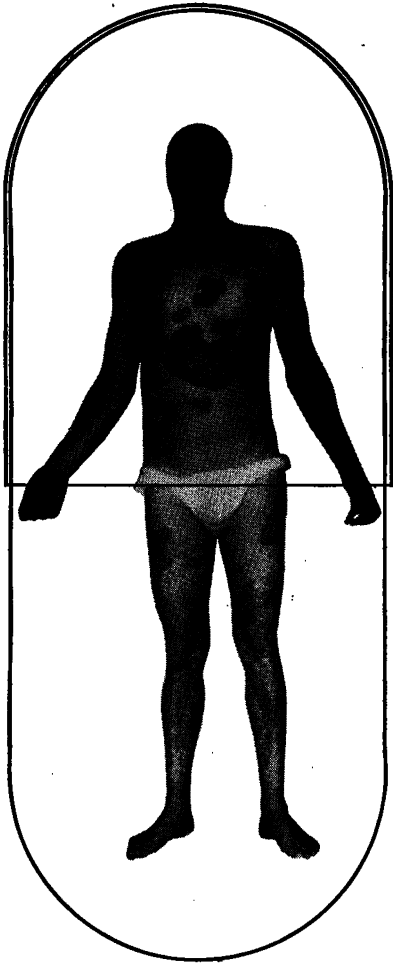
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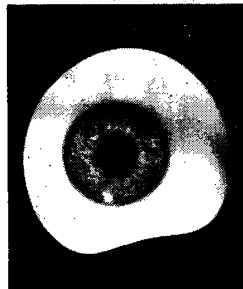
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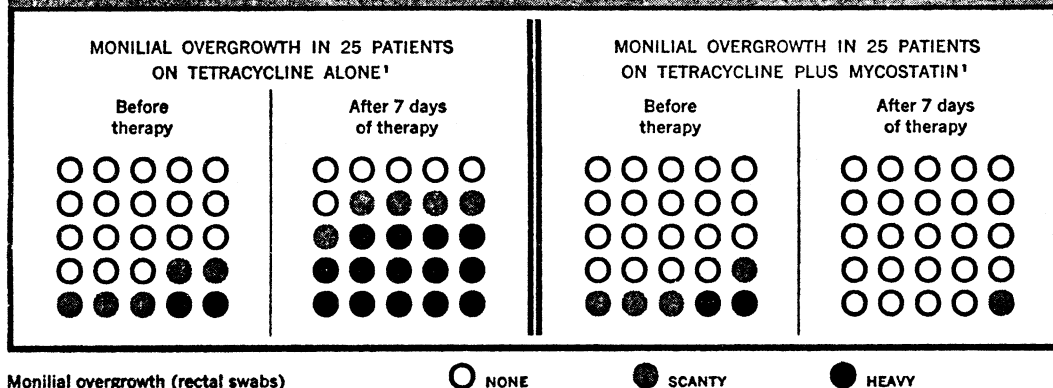
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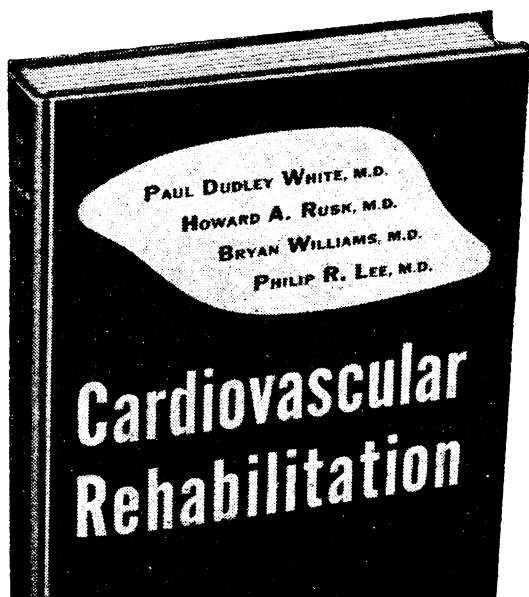
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1. Childs, A. J.: British M. J. 1:660 (March) 1956.

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